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## CHAPTER 2: GOALS FOR THE BILTMORE VILLAGE HISTORIC DISTRICT

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**Policy:**

The original plan underwent change during its development. A reasonable amount of flexibility with the plan should be allowed today.

**Policy:**

Areas that historically were residential in character should continue to appear to be so even when their use changes.

**Policy:**

Areas that historically were commercial in character should continue to appear to be so.

**Policy:**

The basic components of the historic character of the Village should be re-established.

**OBJECTIVE:**

Promote new development that is compatible in basic characteristics with the historic plan. Some basic characteristics that should be respected are the historic mass, scale, and orientation of buildings in the Village.

**Policy:**

Reconstruction of original buildings that have been lost is encouraged.

**Policy:**

New designs that are in the style used historically in the Village are encouraged.

**Goal:**

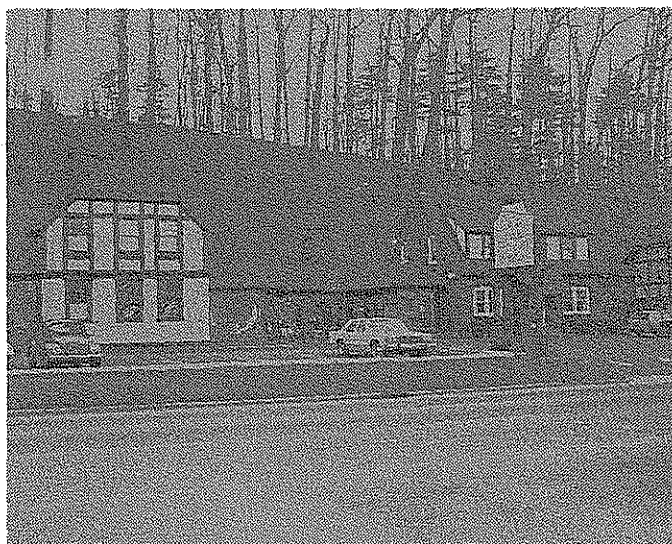
To enhance the Village with contemporary "urban design" amenities that are compatible with the historic character.

**OBJECTIVE:**

Introduce amenities to improve pedestrian use and attraction, such as decorative paving, ornamental street lights, and benches.

**OBJECTIVE:**

Improve basic functional aspects of the Village, such as parking, circulation, and servicing.



Re-establishing a residential character along West All Soul's Crescent is desired as a means of restoring the historic Village plan.

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These basic goals underlie the policies and guidelines that are used in the Village. Each of the guidelines meets one or more of these goals and objectives.

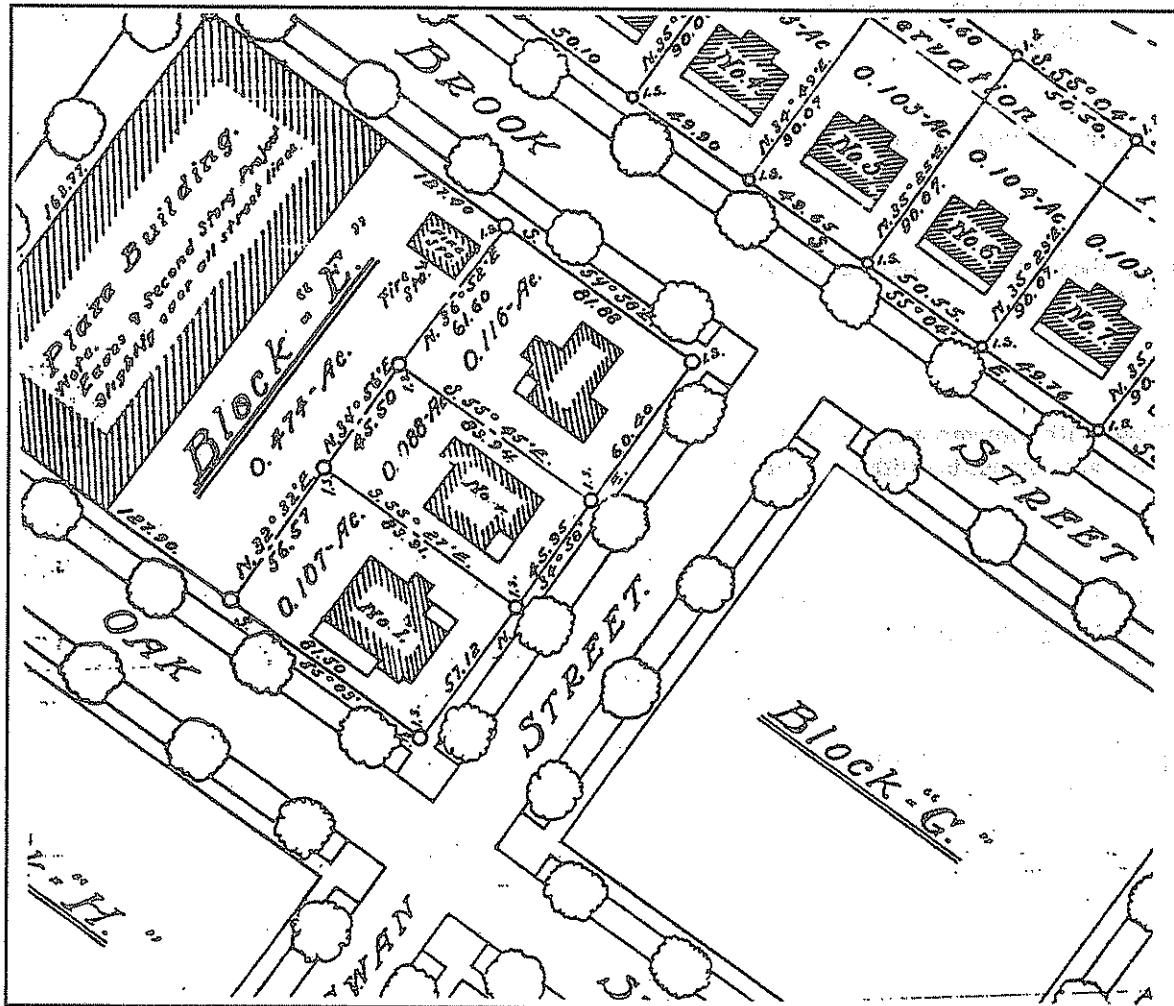
### GENERAL GOALS

#### Goal:

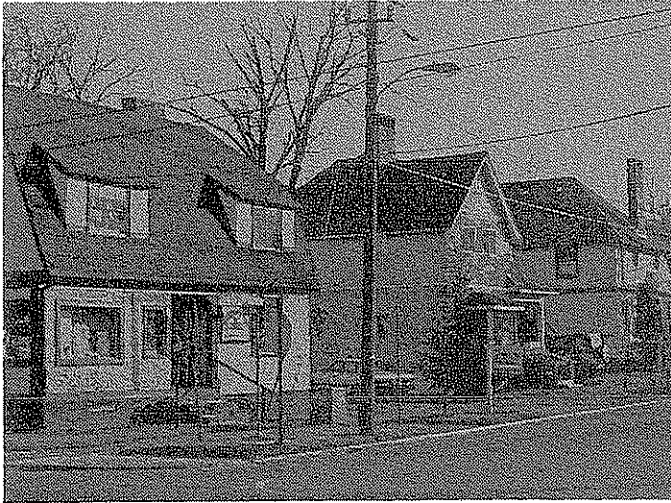
To re-establish and strengthen the image of the original character of Biltmore Village.

#### OBJECTIVE:

Restore the original village plan where feasible.



An underlying objective of the Guidelines is to restore the original village plan where feasible. Some basic elements of the original plan are seen in this detail of a County survey map, ca. 1920, in which building set-backs, street trees and sidewalks are clearly established.



A pedestrian-oriented environment is desired as a means of supporting specialty shopping throughout the Village.

## ECONOMIC DEVELOPMENT/RETAIL GOALS

### Goal:

To provide an environment that supports general commercial activity and specialty shopping, while respecting the heritage of the Village.

### OBJECTIVE:

Enhance the "pedestrian orientation" of the Village to encourage multi-purpose shopping.

### OBJECTIVE:

Develop a visual field that is easy to "read" by users and visitors, such as by reducing the impact of auto-oriented signs.

### Goal:

To establish a distinct identity for the Biltmore Village area as its marketing image.

### OBJECTIVE:

Unify visual elements in the public sector, such as signs and plantings, with shared design features and colors.

## HISTORIC PRESERVATION GOALS

### Goal:

To restore and preserve the surviving historic buildings and streetscape fabric of the historic Biltmore Village.

### OBJECTIVE:

Establish guidelines for renovation and a process for review that will protect historic features of the Village.

### OBJECTIVE:

Establish special guidelines for rehabilitation of "landmark" structures.